



USDA Weekly Retail Lamb and Veal Feature Activity

Advertised Prices for Lamb and Veal to Consumers at Major Retail Supermarket Outlets during the period of 02/02 thru 02/08.

(prices in dollars per pound)

Fri. Feb 02, 2007

NATIONAL SUMMARY

	THIS WEEK	LAST WEEK
Feature Rate 1/	18.6% of 17,700 outlets	29.2% of 17,700 outlets
Special Rate 2/	0.0%	0.0%
Activity Index 3/	5,870	9,340
	Stores Wtd Avg	Stores Wtd Avg

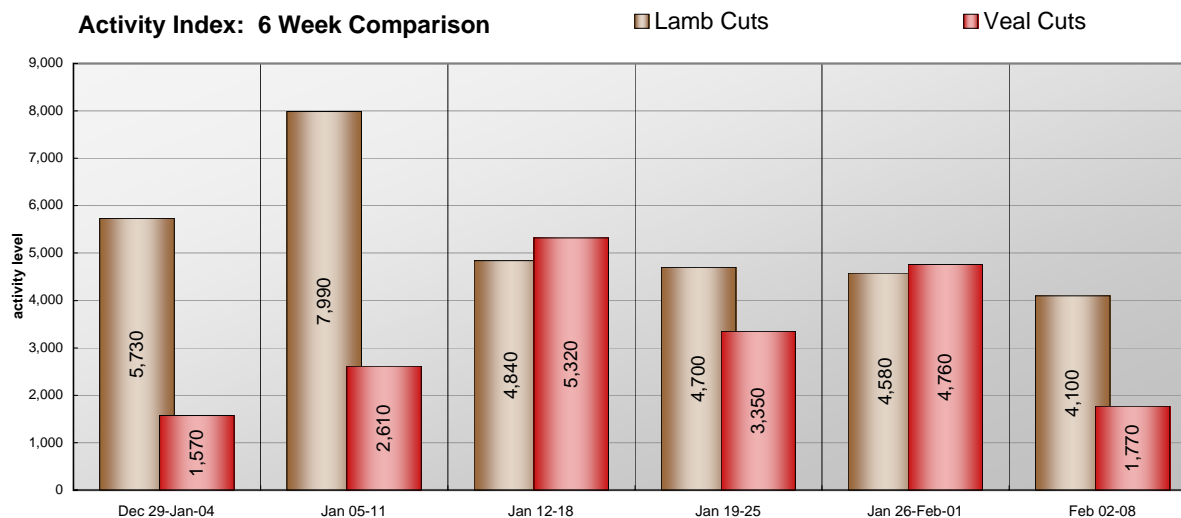
LAMB

LB Shoulder Roast	80	1.99	50	3.23
LB Shldr Blade Chops	850	2.62	900	3.45
LB Shldr Rnd Bone Chop			230	3.16
LB Breast	170	1.49	10	1.79
LB Rack	10	6.88		
LB Ribs				
LB Rib Chops	140	12.99	10	7.99
LB Whole Loin	220	6.99		
LB Loin Chops	1,840	7.88	2,250	6.80
LB Bone-In Leg	40	4.36	250	3.23
LB Boneless Leg	10	6.99	80	4.99
LB Semi-Bnls Leg	390	3.49	190	3.43
LB Butterflied, Bnls Leg				
LB Leg, Shank/Butt	50	4.39		
LB Leg Steaks				
LB Top Round Roast				
LB Top Round Steak				
LB Ground Lamb	40	3.99	10	4.98
LB Shank	140	3.49	600	3.30
LB Stew Meat-Lamb	120	2.46		
LB Stew Meat-Mutton				

VEAL

VL Shoulder Roast	20	5.99		
VL Shldr Blade Chops	980	3.46	550	3.27
VL Shldr Rnd Bone Chops	70	3.64	130	4.03
VL Breast	500	2.26	480	1.60
VL Rib Rack				
VL Rib Chops	40	14.74	10	9.99
VL Loin Chops	50	10.11	1,360	8.57
VL T-Bone Steak				
VL Bnls. Leg				
VL Leg Cutlets	20	12.49	120	9.85
VL Top Round Steak			10	9.98
VL Bnls Roast				
VL Bone-In Osso Bucco				
VL Scallopini	10	14.98	1,470	8.23
VL Cube Steak				
VL Ground Veal	10	4.98	410	3.19
VL Stew Meat	70	4.13	220	4.28

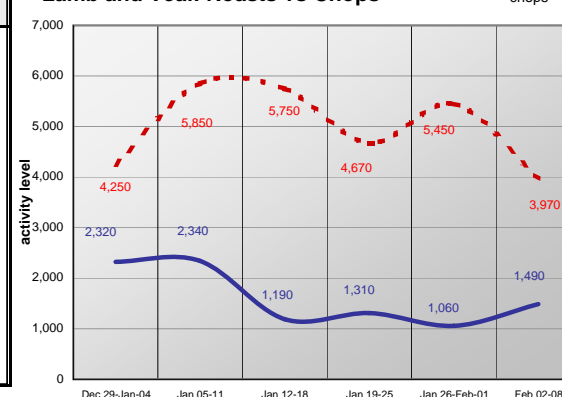
Activity Index: 6 Week Comparison



Lamb and Veal Featuring - 02/02 thru 02/08

Compared to last week: The number of stores featuring lamb this week was relatively the same as last week. However, the number of stores featuring veal dropped drastically. The percentage of the stores featuring lamb this week was 23.2 % and the veal percentages was 10.0%. Lamb loin chops and veal shoulder chops continued to be featured items by most retailers. Lamb shoulder items were featured at weaker prices, while prices on rib and leg items were firm to higher. Veal prices were generally higher on the majority of the cuts, with scallopini seeing the most increase.

Lamb and Veal: Roasts vs Chops



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any reported lamb and veal item during the current week, expressed as a percentage of the total sample.

2/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.).

3/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised lamb and veal item (e.g., a retailer with 100 outlets featuring 3 lamb and veal items has an activity index of 300).

4/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



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	EASTERN U.S. (AL,CT,DE,FL,GA,MA,MD,ME,MS,NC,NH,NJ,NY, PA,RI,SC,TN,VA,VT,WV)			CENTRAL U.S. (AR,CO,IA,IL,IN,KS,KY,LA,MI,MN,MO,ND,NE,NM,O H,OK,SD,TX,WI)			WESTERN U.S. (AZ, CA,ID,MT,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	27.1% of 8,700 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,200			4.7% of 5,800 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 930			20.6% of 3,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 740		
	Price Range	Stores	Wtd Avg 4/	Price Range	Stores	Wtd Avg 4/	Price Range	Stores	Wtd Avg 4/
LAMB									
LB Shoulder Roast							1.99	80	1.99
LB Shldr Blade Chops	1.99 - 3.99	830	2.60	3.49	20	3.49			
LB Shldr Rnd Bone Chop									
LB Breast	1.49	170	1.49						
LB Rack	6.88	10	6.88						
LB Ribs									
LB Rib Chops	12.99	140	12.99						
LB Whole Loin	6.99	110	6.99	6.99	110	6.99			
LB Loin Chops	5.99 - 11.99	900	7.30	6.99 - 9.98	280	7.09	8.99 - 9.99	660	9.01
LB Bone-In Leg	2.79 - 4.99	40	4.36						
LB Boneless Leg				6.99	10	6.99			
LB Semi-Bnls Leg	3.29 - 3.49	260	3.48	2.99 - 3.99	130	3.49			
LB Butterflied, Bnls Leg									
LB Leg, Shank/Butt	3.29 - 4.99	50	4.39						
LB Leg Steaks									
LB Top Round Roast									
LB Top Round Steak									
LB Ground Lamb	3.99	40	3.99						
LB Shank	2.99 - 5.69	140	3.49						
LB Stew Meat-Lamb	1.99 - 2.49	120	2.46						
LB Stew Meat-Mutton									
VEAL									
VAL Shoulder Roast				5.98 - 5.99	20	5.99			
VAL Shod Blade Chops	2.99 - 3.99	740	3.54	2.99 - 7.49	240	3.21			
VL Rnd Bone Shldr Chops				3.29 - 7.49	70	3.64			
VL Breast	1.49 - 2.99	500	2.26						
VL Rib Rack									
VL Rib Chops	14.99	30	14.99	13.98	10	13.98			
VL Loin Chops	8.99 - 9.99	40	9.70	8.99 - 13.98	10	11.71			
VL T-Bone Steak									
VL Bnls. Leg									
VL Leg Cutlets	9.99	10	9.99	14.98	10	14.98			
VL Top Round Steak									
VL Bnls Roast									
VL Bone-In Osso Bucco									
VL Scallopini				14.98	10	14.98			
VL Cube Steak									
VL Ground Veal				4.98	10	4.98			
VL Stew Meat	3.99 - 4.99	70	4.13						

Note: See page 1 for explanatory notes.

Source: USDA AMS, Livestock and Grain Market News - (515) 284-4460 website: <http://www.ams.usda.gov/lsmnpubs/mlamb.htm>